















































Age Range = IF(AND(SUM(marketing\_data[Year\_Birth]) > 1900, SUM(marketing\_data[Year\_Birth]) < 1959), "Old Aged, Above 60", IF(AND(SUM(marketing\_data[Year\_Birth]) > 1959, SUM(marketing\_data[Year\_Birth]) < 1980),"Middle Aged, Between 42-62", IF(AND(SUM(marketing\_data[Year\_Birth]) > 1980,  SUM(marketing\_data[Year\_Birth]) < 1995), "adulthood, 26-42", IF(AND(SUM(marketing\_data[Year\_Birth]) > 1995,  SUM(marketing\_data[Year\_Birth]) <= 1996),"Adolescence, Below 26"))))

